

Rep Order# 9803224 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 2:07 PM
Last Received: 09/04/2012 1:21 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 7

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1565
Buyer Media Placement
Phone#
Fax#

54518
Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES OK. PLS CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *1 | TU | 5A-530A | GD MRN CINN@5 | :30 | \$725.00 | 10/16-10/16 | 1 P2 | 1 | 1 | \$725.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *2 | W | 5A-530A | GD MRN CINN@5 | :30 | \$725.00 | 10/17-10/17 | 1 | 1 | 1 | \$725.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *3 | M | 5A-530A | GD MRN CINN@5 | :30 | \$725.00 | 10/22-10/22 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | *4 | TH | 530A-6A | GD MRN CIN@530 | :30 | \$850.00 | 10/18-10/18 | 1 P2 | 1 | 1 | \$850.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *5 | F | 530A-6A | GD MRN CIN@530 | :30 | \$850.00 | 10/19-10/19 | 1 | 1 | 1 | \$850.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *6 | W | 6A-630A | GD MRN CINN@6 | :30 | \$1,000.00 | 10/17-10/17 | 1 P2 | 1 | 1 | \$1,000.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *7 | F | 6A-630A | GD MRN CINN@6 | :30 | \$1,000.00 | 10/19-10/19 | 1 | P2 | 1 | \$1,000.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *8 | TU | 630A-7A | GD MRN CINN@6 | :30 | \$1,000.00 | 10/16-10/16 | 1 | | 1 | \$1,000.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *9 | TH | 630A-7A | GD MRN CINN@6 | :30 | \$1,000.00 | 10/18-10/18 | 1 | | 1 | \$1,000.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *10 | M | 630A-7A | GD MRN CINN@6 | :30 | \$1,000.00 | 10/22-10/22 | 1 | | 1 | \$1,000.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *11 | W | 7A-730A | CBS THS MRNG-1 | :30 | \$700.00 | 10/17-10/17 | 1 | P2 | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *12 | F | 7A-730A | CBS THS MRNG-1 | :30 | \$700.00 | 10/19-10/19 | 0 | | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | *13 | M | 7A-730A | CBS THS MRNG-1 | :30 | \$700.00 | 10/22-10/22 | 1 | | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *14 | TU | 730A-8A | CBS THS MRNG-2 | :30 | \$700.00 | 10/16-10/16 | 1 | | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |

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|----|----|-----|------|---------------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 13 | *15 | TH | 730A-8A CBS THS MRNG-2 | :30 | \$700.00 | 10/18-10/18 | 1 | 1 | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 14 | *16 | W | 8A-830A CBS THS MRNG-2 | :30 | \$700.00 | 10/17-10/17 | 1 | 1 | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 15 | *17 | F | 8A-830A CBS THS MRNG-2 | :30 | \$700.00 | 10/19-10/19 | 1 | 1 | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | | *18 | M | 8A-830A CBS THS MRNG-2 | :30 | \$700.00 | 10/22-10/22 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | 16 | *19 | TU | 830A-9A CBS THS MRNG-2 | :30 | \$700.00 | 10/16-10/16 | 1 | 1 | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 17 | *20 | W | 9A-10A DOCTORS | :30 | \$450.00 | 10/17-10/17 | 1 | 1 | 1 | \$450.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 18 | *21 | TH | 10A-11A ANDERSON | :30 | \$450.00 | 10/18-10/18 | 1 | 1 | 1 | \$450.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 19 | *22 | M | 10A-11A ANDERSON | :30 | \$450.00 | 10/22-10/22 | 1 | 1 | 1 | \$450.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | | *23 | F | 11A-12P PRICE-RT 1-CBS/PRICE-RT 2-CBS | :30 | \$2,000.00 | 10/19-10/19 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
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|-----|-----|-----|------------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *24 | TH | 12P-1230P | LOCAL12 NWS-NN | :30 | \$1,600.00 | 10/18-10/18 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | *25 | M | 12P-1230P | LOCAL12 NWS-NN | :30 | \$1,600.00 | 10/22-10/22 | 1 P1 | 1 | 1 | \$1,600.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *26 | F | 1230P-130P | YOUNG&RESTLESS | :30 | \$900.00 | 10/19-10/19 | 1 P2 | 1 | 1 | \$900.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *27 | M | 130P-2P | BOLD&BEAUTIFUL | :30 | \$800.00 | 10/22-10/22 | 1 P2 | 1 | 1 | \$800.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *28 | TU | 2P-3P | TALK-CBS | :30 | \$650.00 | 10/16-10/16 | 1 P2 | 1 | 1 | \$650.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *29 | W | 3P-4P | LETS-DEAL1-CBS/LETS-DEAL2-CBS | :30 | \$650.00 | 10/17-10/17 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | *30 | M | 4P-430P | LOCAL12 NEWS-4 | :30 | \$1,500.00 | 10/22-10/22 | 1 P2 | 1 | 1 | \$1,500.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | *31 | TH | 5P-530P | LOCAL12 NEWS-5 | :30 | \$1,600.00 | 10/18-10/18 | 1 P2 | 1 | 1 | \$1,600.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------------|--|-------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 32 | M | 530P-6P | LOCAL12 NW-530 | :30 | \$1,800.00 | 10/22-10/22 | 1 P1 | 1 | 1 | \$1,800.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 33 | F | 6P-630P | LOCAL12 NEWS-6 | :30 | \$2,000.00 | 10/19-10/19 | 1 P2 | 1 | 1 | \$2,000.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 34 | W | 7P-730P | INSIDE EDITION< | :30 | \$1,400.00 | 10/17-10/17 | 1 P2 | 1 | 1 | \$1,400.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 35 | TH | 730P-8P | ENT TONIGHT 30< | :30 | \$1,400.00 | 10/18-10/18 | 1 P3 | 1 | 1 | \$1,400.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 36 | M | 1135P-1235A | D LETTRMAN-CBS< | :30 | \$850.00 | 10/22-10/22 | 1 P2 | 1 | 1 | \$850.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
| | | | | V3 Comment Changed, Rate Changed | | | | | | | | |
| | 37 | F | 1235A-135A | LT-FERGUSN-CBS< | :30 | \$350.00 | 10/19-10/19 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X C | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | 38 | W | 430A-5A | GD MRN CIN&430 | :30 | \$250.00 | 10/17-10/17 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X CX | | | | | | | | |
| | | | | V3 Comment Changed, Spots/week Changed | | | | | | | | |
| | 40 | SA | 7A-730A | LOCAL12NW-SA 7 | :30 | \$700.00 | 10/20-10/20 | 1 P2 | 1 | 1 | \$700.00 | |
| | | | | Sales Remark: V3 RTE CHG | | | | | | | | |
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|-----|--------|----------------------------------|-----------|----------------|-------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 33 *41 | SA | 730A-8A | LOCAL12NW-SA 7 | :30 | \$700.00 | 10/20-10/20 | 1 P2 | 1 | 1 | \$700.00 | |
| | | Sales Remark: V3 RTE CHG | | | | | | | | | | |
| | | V3 Comment Changed, Rate Changed | | | | | | | | | | |
| | *42 | SA | 105A-205A | CLOSER< | :30 | \$325.00 | 10/20-10/20 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V3 1X CX | | | | | | | | | | |
| | | V3 More than 2 codes changed | | | | | | | | | | |
| | 34 *43 | SU | 11A-1130A | NEWSMAKERS | :30 | \$800.00 | 10/21-10/21 | 1 P2 | 1 | 1 | \$800.00 | |
| | | Sales Remark: V3 RTE CHG | | | | | | | | | | |
| | | V3 Comment Changed, Rate Changed | | | | | | | | | | |
| | 35 *44 | SU | 630P-7P | LOCAL12-630 SU | :30 | \$1,000.00 | 10/21-10/21 | 1 P2 | 1 | 1 | \$1,000.00 | |
| | | Sales Remark: V3 RTE CHG | | | | | | | | | | |
| | | V3 Comment Changed, Rate Changed | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 34 / \$32,100.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$32,350.00

Sales Totals: 35 / \$32,350.00

Station Totals: 35 / \$32,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$115,536 | CABL | 0% | EKRC | 5% | UNKN | 0% | WBQC | 0% | WCPO | 23% |
| | | WKRC | 28% | WLWT | 24% | WSTR | 4% | WXIX | 16% | | |

Books null
Demos RA35+

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU | 5A-530A | GD MRN CINN@5 | :30 | \$550.00 | 10/16-10/16 | 1 | 1 | 1 | \$550.00 | |
| | 2 | W | 5A-530A | GD MRN CINN@5 | :30 | \$550.00 | 10/17-10/17 | 1 | 1 | 1 | \$550.00 | |
| | 3 | M | 5A-530A | GD MRN CINN@5 | :30 | \$550.00 | 10/22-10/22 | 1 | 1 | 1 | \$550.00 | |
| | 4 | TH | 530A-6A | GD MRN CIN@530 | :30 | \$750.00 | 10/18-10/18 | 1 | 1 | 1 | \$750.00 | |
| | 5 | F | 530A-6A | GD MRN CIN@530 | :30 | \$750.00 | 10/19-10/19 | 1 | 1 | 1 | \$750.00 | |
| | 6 | W | 6A-630A | GD MRN CINN@6 | :30 | \$850.00 | 10/17-10/17 | 1 | 1 | 1 | \$850.00 | |
| | 7 | F | 6A-630A | GD MRN CINN@6 | :30 | \$850.00 | 10/19-10/19 | 1 | 1 | 1 | \$850.00 | |
| | 8 | TU | 630A-7A | GD MRN CINN@6 | :30 | \$850.00 | 10/16-10/16 | 1 | 1 | 1 | \$850.00 | |
| | 9 | TH | 630A-7A | GD MRN CINN@6 | :30 | \$850.00 | 10/18-10/18 | 1 | 1 | 1 | \$850.00 | |
| | 10 | M | 630A-7A | GD MRN CINN@6 | :30 | \$850.00 | 10/22-10/22 | 1 | 1 | 1 | \$850.00 | |
| | 11 | W | 7A-730A | CBS THS MRNG-1 | :30 | \$550.00 | 10/17-10/17 | 1 | 1 | 1 | \$550.00 | |

Rep Order# 9803224 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM
Last Received: 08/23/2012 5:30 PM
Showing Buylines: All Lines

2 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1565
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|------------|-------------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 12 | F | 7A-730A | CBS THS MRNG-1 | :30 | \$550.00 | 10/19-10/19 | 1 | 1 | 1 | \$550.00 | |
| | 13 | M | 7A-730A | CBS THS MRNG-1 | :30 | \$550.00 | 10/22-10/22 | 1 | 1 | 1 | \$550.00 | |
| | 14 | TU | 730A-8A | CBS THS MRNG-2 | :30 | \$550.00 | 10/16-10/16 | 1 | 1 | 1 | \$550.00 | |
| | 15 | TH | 730A-8A | CBS THS MRNG-2 | :30 | \$550.00 | 10/18-10/18 | 1 | 1 | 1 | \$550.00 | |
| | 16 | W | 8A-830A | CBS THS MRNG-2 | :30 | \$550.00 | 10/17-10/17 | 1 | 1 | 1 | \$550.00 | |
| | 17 | F | 8A-830A | CBS THS MRNG-2 | :30 | \$550.00 | 10/19-10/19 | 1 | 1 | 1 | \$550.00 | |
| | 18 | M | 8A-830A | CBS THS MRNG-2 | :30 | \$550.00 | 10/22-10/22 | 1 | 1 | 1 | \$550.00 | |
| | 19 | TU | 830A-9A | CBS THS MRNG-2 | :30 | \$550.00 | 10/16-10/16 | 1 | 1 | 1 | \$550.00 | |
| | 20 | W | 9A-10A | DOCTORS | :30 | \$375.00 | 10/17-10/17 | 1 | 1 | 1 | \$375.00 | |
| | 21 | TH | 10A-11A | ANDERSON | :30 | \$375.00 | 10/18-10/18 | 1 | 1 | 1 | \$375.00 | |
| | 22 | M | 10A-11A | ANDERSON | :30 | \$375.00 | 10/22-10/22 | 1 | 1 | 1 | \$375.00 | |
| | 23 | F | 11A-12P | PRICE-RT 1-CBS/PRICE-RT 2-CBS | :30 | \$1,600.00 | 10/19-10/19 | 1 | 1 | 1 | \$1,600.00 | |
| | 24 | TH | 12P-1230P | LOCAL12 NWS-NN | :30 | \$1,200.00 | 10/18-10/18 | 1 | 1 | 1 | \$1,200.00 | |
| | 25 | M | 12P-1230P | LOCAL12 NWS-NN | :30 | \$1,200.00 | 10/22-10/22 | 1 | 1 | 1 | \$1,200.00 | |
| | 26 | F | 1230P-130P | YOUNG&RESTLESS | :30 | \$800.00 | 10/19-10/19 | 1 | 1 | 1 | \$800.00 | |
| | 27 | M | 130P-2P | BOLD&BEAUTIFUL | :30 | \$650.00 | 10/22-10/22 | 1 | 1 | 1 | \$650.00 | |

Rep Order# 9803224 Ver# 1 Status New
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3 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1565
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 28 | TU | 2P-3P | TALK-CBS | :30 | \$550.00 | 10/16-10/16 | 1 | 1 | 1 | \$550.00 | |
| | 29 | W | 3P-4P | LETS-DEAL1-CBS/LETS-DEAL2-CBS | :30 | \$500.00 | 10/17-10/17 | 1 | 1 | 1 | \$500.00 | |
| | 30 | M | 4P-430P | LOCAL12 NEWS-4 | :30 | \$1,200.00 | 10/22-10/22 | 1 | 1 | 1 | \$1,200.00 | |
| | 31 | TH | 5P-530P | LOCAL12 NEWS-5 | :30 | \$1,300.00 | 10/18-10/18 | 1 | 1 | 1 | \$1,300.00 | |
| | 32 | M | 530P-6P | LOCAL12 NW-530 | :30 | \$1,500.00 | 10/22-10/22 | 1 | 1 | 1 | \$1,500.00 | |
| | 33 | F | 6P-630P | LOCAL12 NEWS-6 | :30 | \$1,700.00 | 10/19-10/19 | 1 | 1 | 1 | \$1,700.00 | |
| | 34 | W | 7P-730P | INSIDE EDITION< | :30 | \$1,100.00 | 10/17-10/17 | 1 | 1 | 1 | \$1,100.00 | |
| | 35 | TH | 730P-8P | ENT TONIGHT 30< | :30 | \$1,200.00 | 10/18-10/18 | 1 | 1 | 1 | \$1,200.00 | |
| | 36 | M | 1135P-1235A | D LETTRMAN-CBS< | :30 | \$750.00 | 10/22-10/22 | 1 | 1 | 1 | \$750.00 | |
| | 37 | F | 1235A-135A | LT-FERGUSN-CBS< | :30 | \$275.00 | 10/19-10/19 | 1 | 1 | 1 | \$275.00 | |
| | 38 | W | 430A-5A | GD MRN CIN@430 | :30 | \$250.00 | 10/17-10/17 | 1 P1 | 1 | 1 | \$250.00 | |
| | 39 | M | 430A-5A | GD MRN CIN@430 | :30 | \$250.00 | 10/22-10/22 | 1 P1 | 1 | 1 | \$250.00 | |
| | 40 | SA | 7A-730A | LOCAL12NW-SA 7 | :30 | \$500.00 | 10/20-10/20 | 1 | 1 | 1 | \$500.00 | |
| | 41 | SA | 730A-8A | LOCAL12NW-SA 7 | :30 | \$500.00 | 10/20-10/20 | 1 | 1 | 1 | \$500.00 | |
| | 42 | SA | 105A-205A | CLOSER< | :30 | \$250.00 | 10/20-10/20 | 1 | 1 | 1 | \$250.00 | |
| | 43 | SU | 11A-1130A | NEWSMAKERS | :30 | \$650.00 | 10/21-10/21 | 1 | 1 | 1 | \$650.00 | |

Rep Order# 9803224 Ver# 1 Status New
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4 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1565
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|---------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 44 | SU | 630P-7P | LOCAL12-630 SJ | :30 | \$950.00 | 10/21-10/21 | 1 | 1 | 1 | \$950.00 | |

---REPORT TOTALS---

Report Totals: 44 / \$32,350.00

---SALES MONTHLY TOTALS---

Oct 12: 44 / \$32,350.00
Sales Totals: 44 / \$32,350.00
Station Totals: 44 / \$32,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$115,536 | CABL | 0% | EKRC | 5% | UNKN | 0% | WBQC | 0% | WCPO | 23% |
| | | WKRC | 28% | WLWT | 24% | WSTR | 4% | WXIX | 16% | | |

Books null
Demos RA35+

Spot Manager: All, 10/16/12-10/22/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|-----------------------------------|-----------|----------|--------|------------|-------|---|---------------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action | | | | | | | | | | | | |
| Agency: Mundy Katowitz Media | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 54518 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 10/16/12 | Tuesday | | :30 | \$725.00 | | 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$725.00 | | | | | | | | 1 |
| Line: 2 | | | | | | | | | | | | |
| 10/17/12 | Wednesday | | :30 | \$725.00 | | 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$725.00 | | | | | | | | 1 |
| Line: 3 | | | | | | | | | | | | |
| 10/18/12 | Thursday | | :30 | \$850.00 | | 5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$850.00 | | | | | | | | 1 |
| Line: 4 | | | | | | | | | | | | |
| 10/19/12 | Friday | | :30 | \$850.00 | | 5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$850.00 | | | | | | | | 1 |
| Line: 5 | | | | | | | | | | | | |
| 10/17/12 | Wednesday | | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | | 1 |
| Line: 6 | | | | | | | | | | | | |
| 10/19/12 | Friday | | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | | 1 |
| Line: 7 | | | | | | | | | | | | |
| 10/16/12 | Tuesday | | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | | 1 |
| Line: 8 | | | | | | | | | | | | |
| 10/18/12 | Thursday | | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | | 1 |
| Line: 9 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$1,000.00 | | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | | 1 |
| Line: 10 | | | | | | | | | | | | |
| 10/17/12 | Wednesday | | :30 | \$700.00 | | CBS This Morning (7:00:00 AM-7:30:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | | 1 |
| Line: 11 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$700.00 | | CBS This Morning (7:00:00 AM-7:30:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | | 1 |
| Line: 12 | | | | | | | | | | | | |
| 10/16/12 | Tuesday | | :30 | \$700.00 | | CBS This Morning (7:30:00 AM-8:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | | 1 |
| Line: 13 | | | | | | | | | | | | |
| 10/18/12 | Thursday | | :30 | \$700.00 | | CBS This Morning (7:30:00 AM-8:00:00 AM) | PRIORITIES USA ACTIO 1565 | | P-2 | | 1 | MWASH- |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/16/12-10/22/12

| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|-----------------------------------|-----------|----------|--------|------------|-------|-------------------------|-----------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action | | | | | | | | | | | | |
| Agency: Mundy Katowitz Media | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 54518 | | | | | | | | | | | | |
| Line: 13 | | | | | | | | | | | | |
| | | | | \$700.00 | | | | | | | 1 | |
| Line: 14 | | | | | | | | | | | | |
| 10/17/12 | Wednesday | | :30 | \$700.00 | | CBS This Morning | (8:00:00 AM-8:30:00 A | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | 1 | |
| Line: 15 | | | | | | | | | | | | |
| 10/19/12 | Friday | | :30 | \$700.00 | | CBS This Morning | (8:00:00 AM-8:30:00 A | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | 1 | |
| Line: 16 | | | | | | | | | | | | |
| 10/16/12 | Tuesday | | :30 | \$700.00 | | CBS This Morning | (8:30:00 AM-9:00:00 A | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | 1 | |
| Line: 17 | | | | | | | | | | | | |
| 10/17/12 | Wednesday | | :30 | \$450.00 | | M-F 9a-10a | 9:00 AM-10:00 AM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$450.00 | | | | | | | 1 | |
| Line: 18 | | | | | | | | | | | | |
| 10/18/12 | Thursday | | :30 | \$450.00 | | M-F 10a-11a | 10:00 AM-11:00 AM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$450.00 | | | | | | | 1 | |
| Line: 19 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$450.00 | | M-F 10a-11a | 10:00 AM-11:00 AM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$450.00 | | | | | | | 1 | |
| Line: 20 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$1,600.00 | | Local 12 News at Noon | 12:00 PM-12:30 PM | PRIORITIES USA ACTIO 1565 | | P-1 | 1 | MWASH- |
| | | | | \$1,600.00 | | | | | | | 1 | |
| Line: 21 | | | | | | | | | | | | |
| 10/19/12 | Friday | | :30 | \$900.00 | | Young & the Restless | 12:30 PM-1:30 PM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$900.00 | | | | | | | 1 | |
| Line: 22 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$800.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$800.00 | | | | | | | 1 | |
| Line: 23 | | | | | | | | | | | | |
| 10/16/12 | Tuesday | | :30 | \$650.00 | | The Talk | 2:00 PM-3:00 PM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$650.00 | | | | | | | 1 | |
| Line: 24 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$1,500.00 | | 4p Local 12 News at Fo | (4:00:00 PM-4:30:00 P | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$1,500.00 | | | | | | | 1 | |
| Line: 25 | | | | | | | | | | | | |
| 10/18/12 | Thursday | | :30 | \$1,600.00 | | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 P | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$1,600.00 | | | | | | | 1 | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/16/12-10/22/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|-----------------------------------|-----------|----------|--------|-------------|-------|-------------------------|-----------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action | | | | | | | | | | | | |
| Agency: Mundy Katowitz Media | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 54518 | | | | | | | | | | | | |
| Line: 26 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$1,800.00 | | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 P | PRIORITIES USA ACTIO 1565 | | P-1 | 1 | MWASH- |
| | | | | \$1,800.00 | | | | | | | 1 | |
| Line: 27 | | | | | | | | | | | | |
| 10/19/12 | Friday | | :30 | \$2,000.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$2,000.00 | | | | | | | 1 | |
| Line: 28 | | | | | | | | | | | | |
| 10/17/12 | Wednesday | | :30 | \$1,400.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$1,400.00 | | | | | | | 1 | |
| Line: 29 | | | | | | | | | | | | |
| 10/18/12 | Thursday | | :30 | \$1,400.00 | | M-F 730p-8p | 7:30 PM-8:00 PM | PRIORITIES USA ACTIO 1565 | | P-3 | 1 | MWASH- |
| | | | | \$1,400.00 | | | | | | | 1 | |
| Line: 30 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$850.00 | | Letterman | 11:35 PM-12:35 XM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$850.00 | | | | | | | 1 | |
| Line: 31 | | | | | | | | | | | | |
| 10/22/12 | Monday | | :30 | \$250.00 | | 430-5a News | 4:30 XM-5:00 XM | PRIORITIES USA ACTIO 1565 | | P-1 | 1 | MWASH- |
| | | | | \$250.00 | | | | | | | 1 | |
| Line: 32 | | | | | | | | | | | | |
| 10/20/12 | Saturday | | :30 | \$700.00 | | 6a-8a Local 12 News S | (7:00:00 AM-7:30:00 A | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | 1 | |
| Line: 33 | | | | | | | | | | | | |
| 10/20/12 | Saturday | | :30 | \$700.00 | | 6a-8a Local 12 News S | (7:30:00 AM-8:00:00 A | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$700.00 | | | | | | | 1 | |
| Line: 34 | | | | | | | | | | | | |
| 10/21/12 | Sunday | | :30 | \$800.00 | | Newsmakers | 11:00 AM-11:30 AM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$800.00 | | | | | | | 1 | |
| Line: 35 | | | | | | | | | | | | |
| 10/21/12 | Sunday | | :30 | \$1,000.00 | | 630p Local 12 News Su | 6:30 PM-7:00 PM | PRIORITIES USA ACTIO 1565 | | P-2 | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | 1 | |
| | | | | \$32,350.00 | | | | | | | 35 | |
| | | | | \$32,350.00 | | | | | | | 35 | |
| | | | | \$32,350.00 | | | | | | | 35 | |
| | | | | \$32,350.00 | | | | | | | 35 | |
| | | | | \$32,350.00 | | | | | | | 35 | |
| | | | | \$32,350.00 | | | | | | | 35 | |

[Filtered by:] [Sorted by: Station]